

Magazine: CYCLE  
Issue: 1/00/84

Total Pages: 86

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 455 pg:11		
MARLBORO+100 # 931 pg:41	27			OPP: "EYE ON EIGHTY-FOUR". STAPLED CARD
		SALEM+L # 415 pg:71		
PLAYERS 100+85M # 127 pg:30	13			OPP: "EIGHTY FOUR BMW".
TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING = \$82,755				

2040691747

Magazine: CYCLE  
Issue: 2/00/84

Total Pages: 102

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARLBORO+100 # 928 pg:20	10			OPP: P-4C AD.
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CAMEL L # 441 pg:11				
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WINSTON L # 194 pg:27				
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MERIT+M # 640 pg:47	19			OPP: "SUZUKI RM125E".
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SALEM+100 # 419 pg:95				
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TOTAL CIGARETTE ADS = 5    TOTAL ADVERTISING =    \$102,890

2040691748

Magazine: CYCLE  
Issue: 3/00/84

Total Pages: 140

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 457 pg:11		
		SALEM+L # 415 pg:29		
MARLBORO+100 # 939 pg:63	19			OPP: "KAWASAKI: GPZ 900R NINJA".
		CAMEL L # 444 pg:83		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$80,540

2040691749

Magazine: CYCLE  
Issue: 4/00/84

Total Pages: 130

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT UL+MUL # 149 pg:4	16			OFF: "TABLE OF CONTENTS".
		CAMEL # 285 pg:11		
		SALEM+100 # 428 pg:21		
		LUCKY FL+100FL # 112 pg:37		COUPON IN AD: 50¢ OFF PACK.
			N/B	
MARLBORO+100 # 917 pg:49	11			OFF: "HONDA VF1000F INTERCEPTOR".
		WINSTON # 455 pg:79		

TOTAL CIGARETTE ADS = 6    TOTAL ADVERTISING = \$120,810

2040691750

Magazine: CYCLE  
Issue: 5/00/84

Total Pages: 116

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON L # 195 pg:10		
		SALEM L+100L # 222 pg:27		
		CAMEL L # 499 pg:40-41	SP	
MARLBORO+L # 948 pg:54-55	12		SP	

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING = \$120,810

2040691751

2040691752

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2618d 707 #

TO: DIRECTOR, FBI  
FROM: SAC, NEW YORK

2116d 407 #

RE: [illegible]

RE: [illegible]

RE: [illegible]

RE: [illegible]

Magazine: CYCLE  
Issue: 7/00/84

Total Pages: 90

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARLBORO+100 # 952 pg:4	17			OPP: "TOC."
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		WINSTON L # 197 pg:12		
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		SALEM+100 # 435 pg:21		
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		CAMEL L # 505 pg:30		
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TOTAL CIGARETTE ADS = 4      TOTAL ADVERTISING = \$82,755

2040691753

Magazine: CYCLE  
Issue: 8/00/84

Total Pages: 90

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 961 pg:4	17			OPP: "TABLE OF CONTENTS".
		WINSTON L # 196 pg:12		
MERIT+M # 662 pg:42-43	29		SP	
		CAMEL L # 516 pg:3C		

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING =    \$102,890

2040691754

Magazine: CYCLE  
Issue: 9/00/84

Total Pages: 94

PHILIP MORRIS ADS	MTN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		CAMEL L # 511 pg12-3	SP	
MARLBORO+100 # 972 pg112	18			OPP: "LETTERS".
		LUCKY L+100L # 102 pg148-49	SP	
			N/B	
		KOOL+MILDS # 543 pg157		
		SALEM+L # 438 pg130		

TOTAL CIGARETTE ADS = 5      TOTAL ADVERTISING = \$143,160

2040691755

Magazine: CYCLE  
Issue: 10/00/84

Total Pages: 62

PHILIP-MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 980 pg14	7			OPP: "TABLE OF CONTENTS".
		CAMEL L # 521 pg112		
		KOOL+MILDS # 546 pg139		
		SALEM+L # 433 pg130		

TOTAL CIGARETTE ADS = 4    TOTAL ADVERTISING =    \$74,475

2040691756

Magazine: CYCLE

Issue: 11/00/84

Total Pages: 90

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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MARLBORO+100 # 969 pg:2-3	8		SP	
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MERIT+M # 666 pg:12	8			OFF: "PIPELINE".
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CAMEL L # 524 pg:22-23			SP	
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SALEM L+100L # 232 pg:40-41			SP	
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WINSTON # 463 pg:30				
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TOTAL CIGARETTE ADS = 5	TOTAL ADVERTISING =	\$146,955
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2040691757

Magazine CYCLE

Issue 12/00/84

Total Pages 90

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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CAMEL

# 290 pg:12

MERIT

# 675 pg:42-43

29

SP

KOOL+MILDS

# 559 pg:78-79

SP

WINSTON L

# 199 pg:3C

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$110,715

2040691758